

JUAN HERNANDEZ

Senior Creative Designer

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EXPERIENCE

- 12/2024 - Present

Dallas, United States

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Senior Creative Designer

Intuit

- Designed channel-native creative (static, motion, short-form video) across Meta, LinkedIn, and programmatic to drive lead acquisition and product trials.
 - Led creative direction for a major go-to-market campaign; lead paid social creative beat CPC benchmark by 45% and nearly doubled LinkedIn CTR benchmark.
 - Rebuilt the paid media creative workflow with agency partner as campaign volume doubled, improving turnaround and launch coordination.
 - Took ownership of organic social strategy, using it as a low-cost testing layer to validate creative before scaling into paid.
 - Built AI-driven creative tools (GenStudio templates, custom GPT, Synthesia) to speed up production and enable testing at scale.
- 10/2023 - 12/2024

Remote

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Senior Creative Designer

ModeSens

- Defined ModeSens' brand identity, establishing cohesive visual guidelines across the startup's digital presence.
 - Drove a 10% increase in email revenue through data-driven A/B testing and campaign optimization.
 - Revitalized social channels and paid ads (including Google Ads) for stronger engagement and consistent brand voice.
 - Managed copywriters, vendors, and agency partners to maintain brand consistency across projects.
 - Integrated AI tools into creative strategy to keep pace with digital innovation.
- 12/2019 - 10/2023

Remote

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Creative Lead

Neiman Marcus Group

- Led and mentored a design team on digital editorial projects, driving a 25% increase in user engagement and 3.4M unique visitors.
 - Spearheaded seasonal campaigns and social branding, growing followers by 20% through strategic paid media.
 - Partnered with UI/UX to integrate emerging design trends, contributing to a 20% boost in digital traffic.
 - Optimized editorial workflows, cutting approval times by 50% and speeding delivery on high-priority campaigns.
 - Directed creative input on photoshoots alongside photo art directors to ensure brand-aligned visuals.
- 07/2017 - 12/2019

Dallas, Texas

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Senior Digital Designer

Neiman Marcus Group

- Launched the Neiman Marcus digital magazine, boosting engagement 25% and exceeding sales targets by 15%.
 - Designed emails, web banners, and site support material aligned with seasonal brand strategy.
- 04/2015 - 07/2017

Dallas, Texas

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Content Designer

Bergdorf Goodman

- Increased brand visibility by 30% by developing cohesive digital campaigns for 5 luxury brands with consistent storytelling.
 - Improved email campaign performance by 1.25% above targets.

EDUCATION

- Bachelor of Arts (BA), Design & Visual Communications

Texas A&M University-Commerce

SKILLS

Adobe Creative Suite	Figma	Brand Strategy	Art Direction	Motion Design	Paid Social	A/B Testing
GenStudio	AI Creative Tools	Team Leadership	Project Management			